



# Madeline's

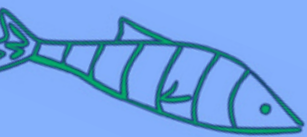
# Meet the Team



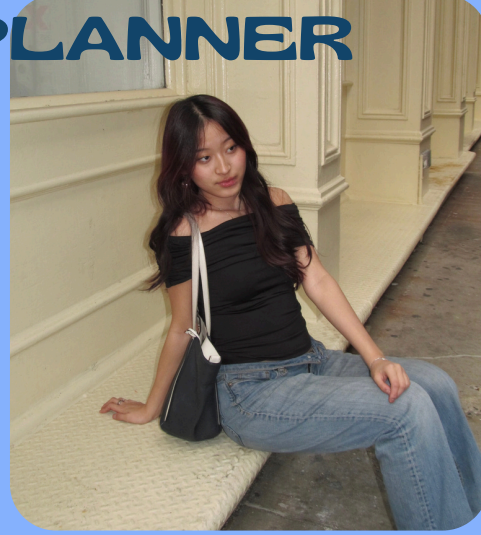
**ACCOUNT  
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# Agenda



- Overview**
- Market Research**
- Target Personas**
- Data Analysis**
- Marketing Tactics**
- Key Takeaways**

# Swot Analysis



- **Wide variety** of 50+ international, low glycemic, and allergen-friendly candies, promoting **inclusivity**.
- **Eco-conscious and socially responsible** brand supporting ocean conservation.
- **Custom candy experiences** for events



- Target Boston's **large college population** — a young, dynamic market with a median age of 25
- Leverage **seasonal and holiday demands**
- Growing **demand for sustainable, socially responsible products**



- **In-person shopping only**; No e-commerce
- **No partnerships** with colleges in Boston
- **Limited social media activity** compared to competitors.



- **Competitors have stronger social media reach** (Ex. BonBon)
- **Singular location** compared to competitors
- **Unclear Brand Positioning**; lack differentiation with competitors (Ex. Lil Sweet Treat)

# Social Listening



## MADELEINES'S:

### Followers

Insta: 10.2k

Tik Tok: 1.7K

- Posts 3x a week
- Mainly through Instagram
- Collaboration recap (J.crew, Red Sox)

## LIL SWEET TREAT:

### Followers

Insta: 21.8K

Tik Tok: 5K

- **Multiple stories a day** (Instagram or Tiktok)
- Consistent daily content
- Repeat content (announcing new fall candies and bags)
- Little interaction relative to the followers

## BONBON:

### Followers

Insta: 62.6K

Tik Tok: 42.6K

- Consistent daily posts (Stories, Instagram, Tiktok)
- Candy ASMR, on-the-go popup stands
- **Highest TikTok Impressions**
- **Most Active on Social Media** (>3 posts per day)

# Industry Findings

## CANDY INDUSTRY AT A GLANCE:

Market Size:

**\$12.5bn**

CAGR:

**1.9%**

### Target Consumer:

- Gen Z, Gen X, and Millennials
- Trend-focused
- Interested in experiential stores

### SOCIAL MEDIA:

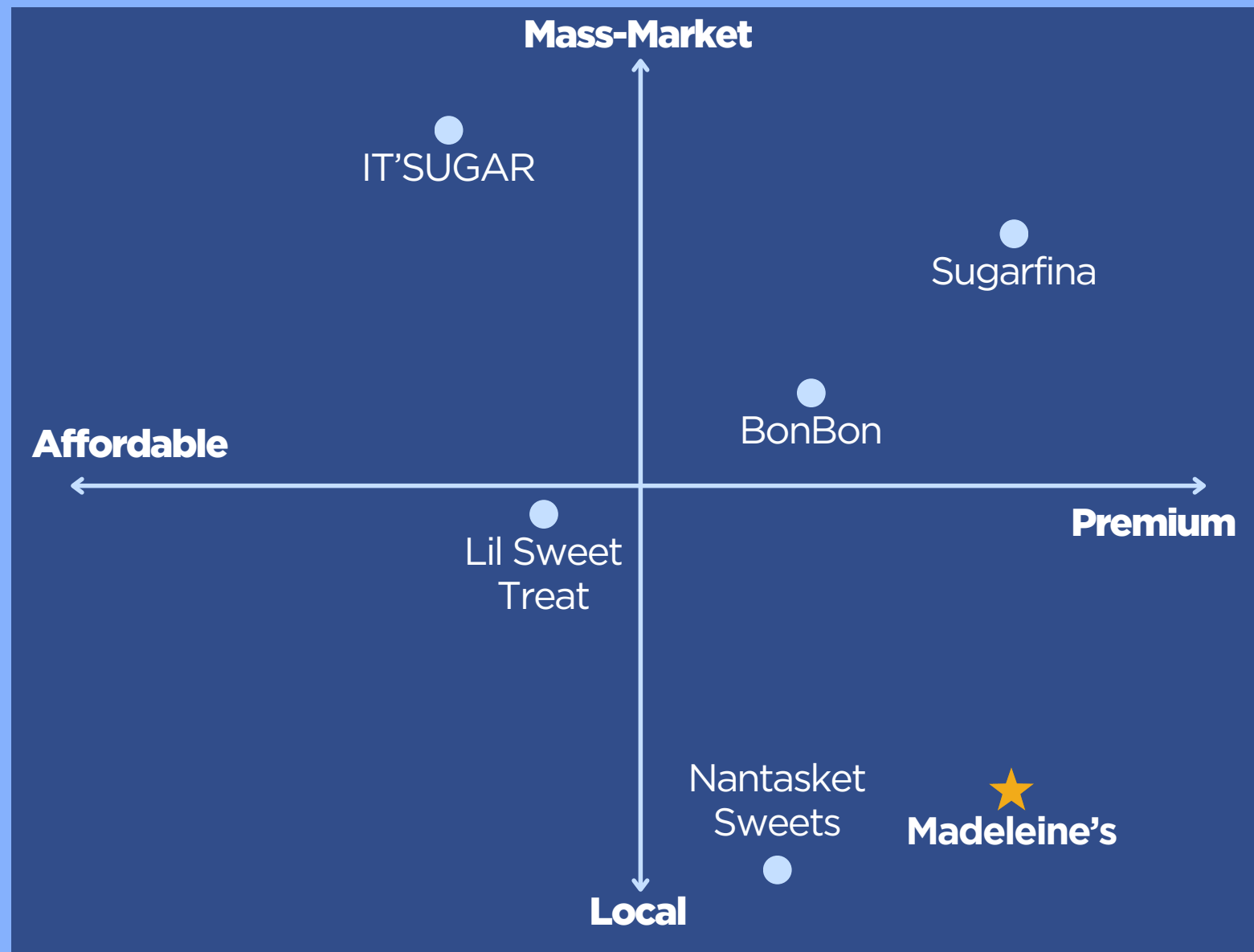
Over 122 million views on TikTok with #swedishcandy

Peaks in **July** and **August** are likely due to the peak travel season, and it's right before college starts, so students are stocking up for the school year



# Industry Findings

## COMPETITIVE POSITIONING



## PAIN POINTS & GAPS:

- A shifting consumer preference toward **premium, all-natural foods**
  - Rise in health awareness
- **42% of adults** who buy or eat sugar confectionery agree it has **too many artificial flavors or ingredients**
- **Gaps:** Health-conscious options and featuring non-GMO, organic and all-natural snacks



# Target Personas

# Target Persona 1 - Lola



## Description

- Sophomore at BU majoring in Neuroscience
- Enjoys shopping on Newbury St with her friends
- Active on TikTok and influenced by social media trends

## Need/Wants/Pains

- Needs: New and fun study snack options that are convenient to get
- Wants: Very attracted to aesthetic packaging and trendy candy
- PainPoints: Very busy studying, and has a hard time finding time to go to travel far for a sweet treat.

# Target Persona 2 - Robert



## Description

- Senior at BU majoring in Advertising
- Works part-time as a barista at Maruichi
- Enjoys photography, travel, and trend-driven food culture
- Active on TikTok/FoodTok and influenced by social media trends

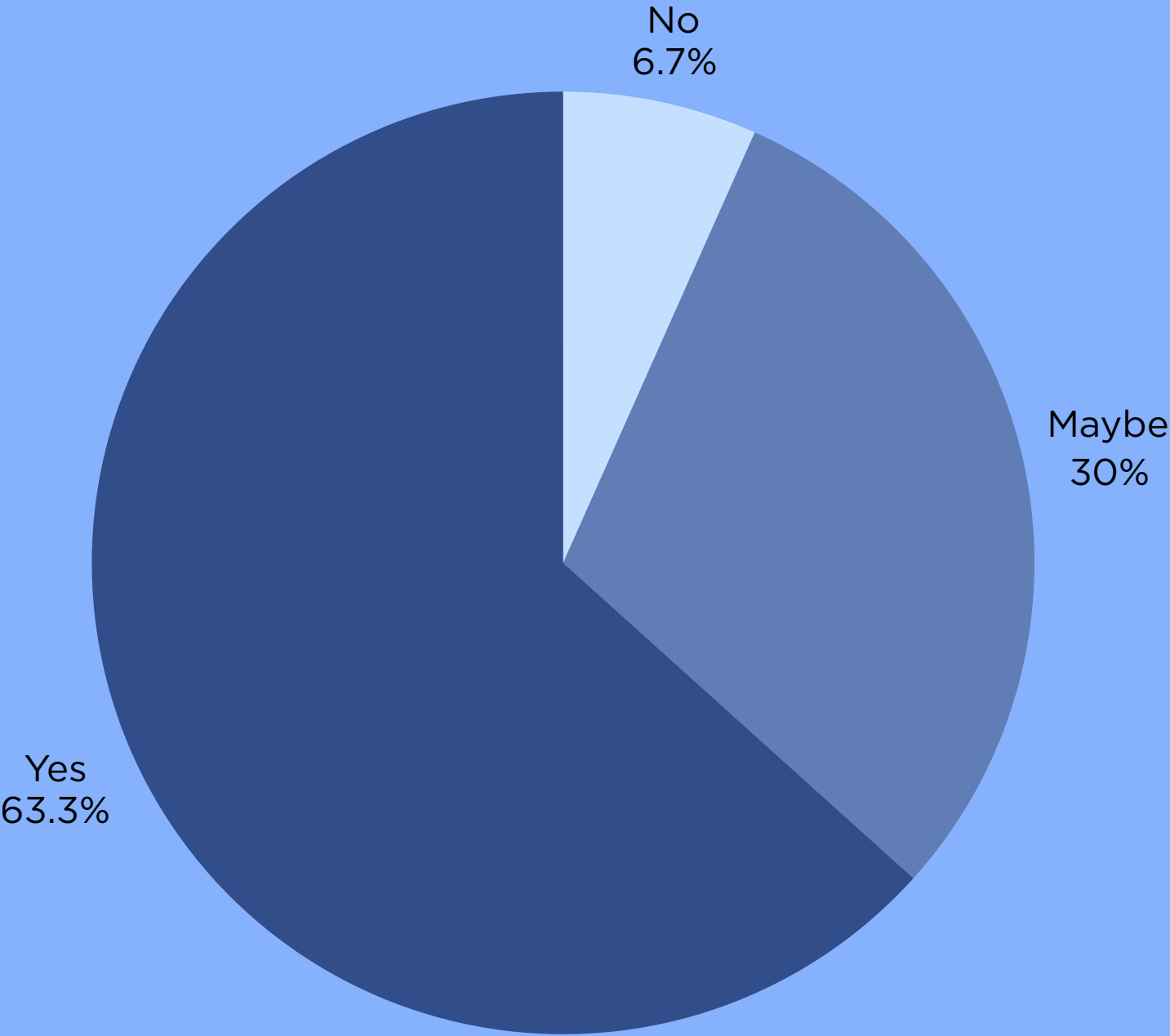
## Need/Wants/Pains

- Needs: affordable sweet treats and convenient access on/near campus
- Wants: trendy, aesthetic candies that are photo-worthy and shareable
- Pain points: budget limitations & limited time to shop due to work and graduation prep

# Data Analysis

Would you be interested in attending a candy pop up on campus?

63% of students said they would attend a Madeline's Candy pop-up.

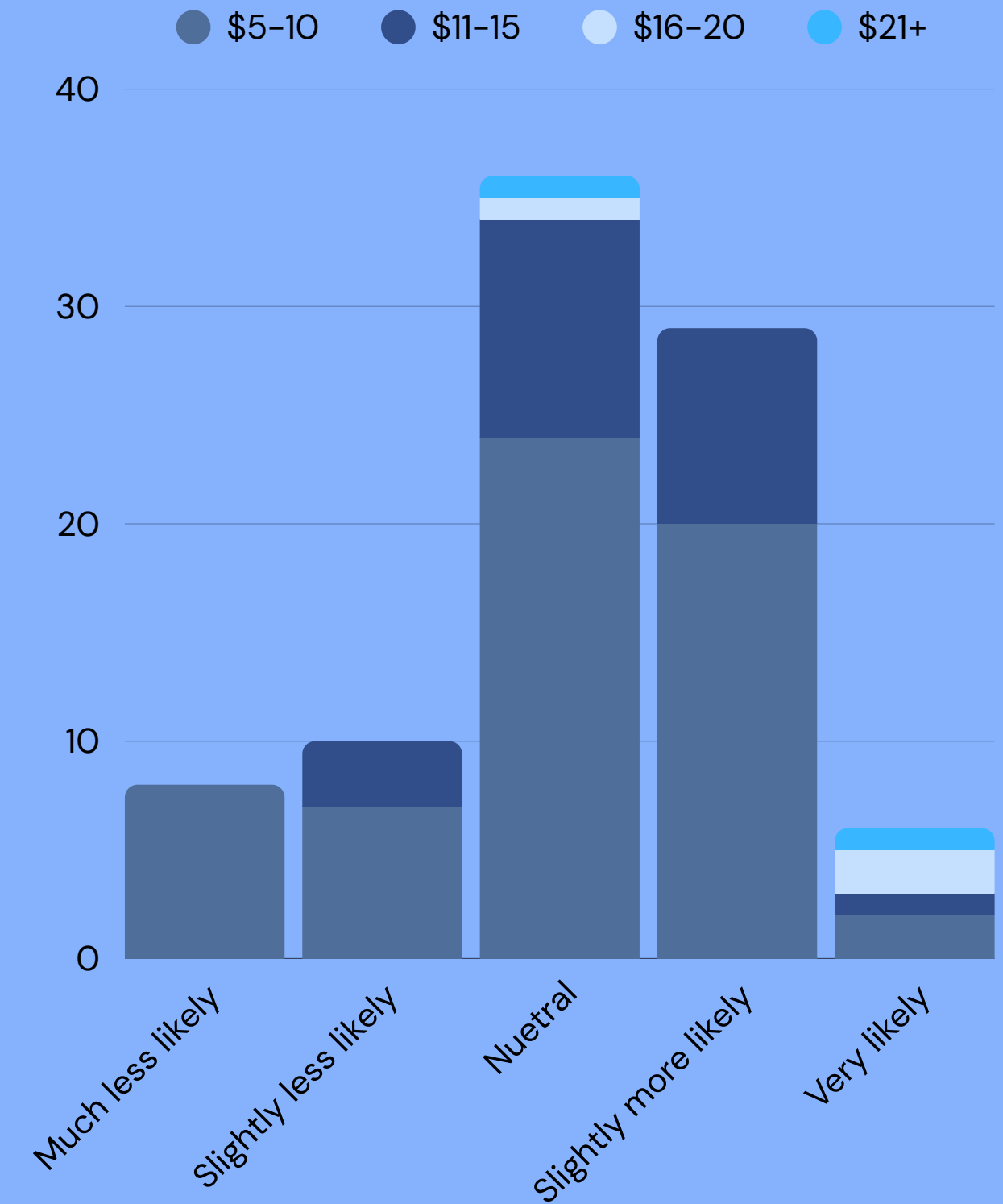


# Data Analysis

**\$11–15** candy spenders are the most open to choosing a specialty candy shop over convenience stores.

**Neutral** responses dominate, meaning many students are easily persuadable with the right experience or product quality.

How much are you willing to spend on candy?



What is your likeliness of being candy from a specialized small business candy store compared to convenience shops nearby?



# Marketing Tactics

# Guerrilla Tactic – “Fresh Catch Pop-Up”

Create a playful fish-market style booth on campus selling “tuna cans” filled with Swedish Fish, with fun labels like “Fresh Catch of the Day.”

- Encourage students to take photos & tag Madeleine’s
- Clear “It’s Candy!” labeling + open samples



## Set up & Materials

- Add a Pop-up table + props (ice buckets, nets, chalkboard signs, aprons)
- Aluminum cans + custom labels
- Swedish Fish + stickers

## Risk + Mitigations

- Confusion (is it fish?) → clear signage + samples
- Weather → indoor backup
- Running low → purchase caps restock in waves

## Reach & Impressions

- 500–1,000+ impressions daily
- High social spread via photos & campus tags
- 94% student interest in attending candy pop-ups

## Cost

- Aluminum cans (150–200 units): \$120
- Custom labels & branded stickers (premium print): \$50
- Props & set design: \$55
- Table rental & setup materials: \$30
- Food safety supplies: \$15
- Contingency buffer (last minute costs): \$30

# Guerrilla Tactic – Candy shaped LED lights

**Location:** Newbury Street & Back Bay sidewalks

## Logistics

- Timeline: Halloween
- Permits: City of Boston (Arts & Culture / Public Works)
- Branding: Small “Sponsored by Madeline’s Candy Shop” decals

## Risks & Mitigation

- Water damage: outdoor-grade LEDs
- Permit issues: single-block pilot + vendor collaboration
- Safety concerns: certified lighting contractors

## Reach & Impact:

- 20,000+ daily visitors during holidays
- Visually iconic holiday spot → strong social media engagement
- Boosts foot traffic & brand recall

## Budget & Costs

Labor: \$300–\$600

Permit Cost: \$150 – \$250

Fish LED Lights: \$500–\$1000

Maintenance: \$50–\$100

Total Estimated: \$1000 – \$1950



# Guerrilla Tactic 3: Madeleine's Bike

## Logistics

- A Madeleine's Bike that visits different college campuses
  - A twist on the famous Redbull car
  - The idea is to gain more visibility on college campuses around Boston



## Reach and Impressions

- Go to 10+ schools around Boston (BU, BC, Northeastern, Emerson, etc.)
  - Bike strategically placed in high volume areas
- Reach 163,000+ Students
- A few 1000 impressions per day through physical and digital interactions

## Cost

- Bike: \$200-250
- Custom Paint Job: \$150-200
- Total: \$350-450

## Risk + Mitigations

- Possibility of bike wear & tear, getting stolen, etc.
- Possibility of weather/seasonality affecting visibility
- Permission from Universities

# Non-Guerrilla Tactic 1: The Sweet Quest Cart

## Logistics

- One branded Madeline's Mobile Candy Cart rotates between BU, Northeastern, MIT, and Harvard over four weeks.
- Cart distributes pre-packaged mini flavor bags; students scan a QR code to track their flavor collected.
- Managed by student ambassadors (no paid labor needed).
- The cart only carries one candy flavor at a time, and the flavor rotates.

## Reach and Impressions

- Thousands of students across BU, Northeastern, MIT, and Harvard.
- High visibility from indoor, high-traffic areas.
- Social media boosts from QR "Flavor Quest" participation and shareable challenge.

## Cost

- Cart: \$807
- Branding decals / signage: \$40–\$75
- Flyers & posters: \$25–\$40
- Pre-packaged candy bags: \$0.50–\$1.00 per mini bag
- Total: \$1,022–\$1,222

## Risks

- Weather and foot traffic variability
- Running out of candy
- Permissions from Universities



# Non-Guerrilla Tactic 2: Sweet Journey Passports

## Logistics:

- Pop-up candy station featuring international candy selections
- Store gives out “passports” where customers can fill up with stamps
  - Complete passport = BOGO free reward
- Staffing: 2-4 employees (checkout + passport stamping stations)
- Locations: BU Marsh Plaza, Newbury Street, or in-store activation

## Reach and Impressions:

- 2,000+ weekend visitors on Newbury Street during holiday season
- Strong social media potential from aesthetic design
- Repeat visit incentive built into program structure

## Cost:

- Custom stamp + card design : \$200-\$350
- Pop up displays : \$146 each
- Labor: \$300-\$400
- Permit Cost: \$200-\$400
- **Total Cost: \$1070-\$1500**

## Risk:

- City permits
- Weather Conditions
- Permission from Universities



# Key Takeaways

## **Madeleine's has strong brand foundations**

50+ international candies, allergen-friendly options, and eco-conscious values.

## **Boston students want experiential candy moments**

94% of surveyed students interested in campus pop-ups.

## **Huge opportunity in Boston's college ecosystem**

Access to 160K+ students across universities in the Greater Boston area.

## **Guerrilla tactics maximize awareness for minimal budget**

Fresh Catch, LED lights, and Madeleine's Bike drive strong impressions.

## **Clear path to increased foot traffic & brand recall**

Meeting students where they are boosts foot traffic, brand recall, and loyalty.

# Thank you



x

